

Submission Date: _____

Priority: 1 of 1



Ted Stevens

United States Senator for Alaska

Please Note:

- Fill out one request form for each request
- This form (and any attachments) can be returned via:

Fax - (202) 224-2354

Mail - The Honorable Ted Stevens
United States Senate
522 Hart Senate Office Bldg.
Washington, D.C. 20510

- Requests are due by February 15, 2008.

FISCAL YEAR 2009 PROJECT REQUEST FORM

Project Name: Alaska Native Media Company

Project Location: Anchorage and statewide Alaska

Project Description (please attach additional pages as required):

Alaska Native Media is a not-for-profit statewide TV and webcast network that will be solely dedicated to producing high quality programming for the Alaska Native Television Network (ANTV) and associated digital outreach platforms. In addition, it will create an annual schedule of programming for the station based on a combination of pre-produced original, acquired pre-existing material and live features. The station will air on General Communications Inc. cable network across Alaska, and over-the-air as necessary to reach all interested viewers. It will be redistributed via the appropriate low-power TV facilities as needed to be available to every viewer in every remote village around the state. It will also be webcast as "ANTV.com" or "ANTV.tv"continued

Related Appropriations Bill: Commerce/Justice/Science, Interior & related.

Amount of federal funding requested for FY09: 1m

Total funding to complete this project: 2m

Number of years to fund this project: 2 years

Matching funds from the State of Alaska: requested

Matching funds from local and private entities:

Private donors, Native regional corporations, state funds requested

List legislation that authorizes this project:

This project is consistent with uses of federal funds under the NTIA for rural telecommunications needs

Check all that apply:

- ☐ A change in the current law is necessary in order to proceed with the project. (If so, attach language and a list of laws that need to be amended)
- ☐ Bill or report language is needed. (If so, attach requested language)

If this project was funded in prior appropriations bills (within the last five years), list each bill and the amount funded:

--

Amount included in the President's FY09 Budget: _____

Amount included in the State of Alaska FY09 Budget: Requested

☐ Check this box if state funding was sought but not provided.

In addition, Alaska Native Media will organize a Native Media Trust. The mission of the trust will be to inventory, archive and index all Native biographical and oral history material already in existence statewide, to encourage the production of more of the same in all existing recording facilities, and then to make them available (consistent with intellectual property law) for educational use on ANTV.

Native news will be originated and webcast from remote villages around the state, taking advantage of the broadband capabilities in village schools and municipal offices. In addition, live broadcasts ranging from Native News and Weather to "Native2Native," an issue-oriented forum for contemporary Native issues, will be aired on a regular basis. ANTV will also inventory, select, and broadcast pre-existing material ranging from traditional documentaries to locally produced digital programs featuring village life. Through the development of an integrated digital network, ANTV will encourage the manufacture and distribution of a wide variety of Alaska Native products and services. Finally, ANTV operations itself will be a hub for a training program, apprenticing Native youth in digital careers ranging from journalism to web design.

Whether it is Native news, sports, weather, social issues, or cultural heritage and history, Alaska Native Media believes the Native perspective and values are critical to Alaska and the future of its youth and villages. ANTV will become known and respected for innovative and high-quality digital broadcasts that engage hundreds of news contributors and viewers; celebrate and connect hundreds of dispersed Alaska Native communities; inspire new cross-cultural and cross-generational connections; train and employ hundreds of indigenous youth; and capture the voices, images and lessons of today's elders who carry with them the last memories of a life lived over seventy or more years but quickly fading in the era of satellites, snowmachines and \$100 per barrel oil prices.

Alaska Native Media believes in the power of digital media to serve the cultural heritage, rural economic development, and training needs of Alaska's diverse and dispersed Native communities. Through these media, the voice, spirit, and experience of Alaska Natives can be broadcast to viewers eager to hear and learn while the cultural products and experience can be marketed on a global scale. There are only a handful of regional Native television channels across the United States, and none in Alaska, despite the fact that the FCC has encouraged such ventures. In federal law, the nation's airwaves and broadband are considered a public resource, split between commercial broadcasters that pursue the private enterprise model and non-profit broadcasters that serve the broad public interest. While commercial broadcasters are free to offer the most popular and profitable programming, the nonprofit sector is dedicated to news, information, and cultural enrichment. The time has arrived for the Alaska Native community to participate and be fully represented in the latter category.

To accomplish this, the diverse and geographically dispersed Native peoples of Alaska wish to make use of the connective tissue provided by new digital communication technologies. An integrated cable and web network will create an attractive asset for communicating, promoting, coordinating, and enlivening Alaska Native life, not only for 300,000 Alaska Natives in the United States, but also for the rest of the Alaska population that has a deep interest in indigenous culture and legacy.

Such an interconnected network can provide economic development opportunities urgently needed in rural Alaska. From arts and crafts production and sales, to direct sales of indigenous products, digital networks can connect isolated villages to a global market. Finally, the ability to engage, train, and employ Alaska Native youth in the burgeoning information and digital technology industry will be a magnet for foundations dedicated to supporting such training outcomes.

The estimated programming and start up costs for the pilot year is approximately \$1,000,000. This is primarily required for salaries, contract services equipment and travel.

Advertising revenue, when generated, will be used to offset additional program development costs.

The attractiveness of an Alaska Native network, with its accompanying intern, apprenticeship and training potential, will continue to motivate funders to provide grants and gifts to subsidize costs of operations and services over the long-term.

Annual Costs

Staff (8FTE) \$500,000
Fees/Stipends \$ 25,000
Rural Correspondents \$225,000
Equipment \$200,000
Technical Upgrades \$ 50,000
\$1,000,000